



The Pony Club Fails To Deliver Annual Event

Lauren Boyce Reports on the Impact of
the Event Failure

Introduction



- The Pony Club cancelled the event after serious wet weather.
- Over 3,000 horses and ponies and around 10,000 people were expected to be moving on and off site.
- Its been spoken of that the Event didn't take out insurance for the cancellation.
- Could this be a result of the change of chairman?
- This is due an investigation.



Target Audience

- Members of The Pony Club
- Officials
- District Commissioners
- Parents and Guardians
- Trainers and Instructors



Where are the viewers?



To underpin the effects in which the cancellation has caused the association of people involved.

To gain a scoop from the relevant sources.

My Aims



To look into how much damage no insurance can cause problems for The Pony Club.



To find out what plans have been put in place for 2020 to mitigate the risk of this happening again.



An Event that Riders of all ages look forward to all year!

Storyboard

Opening Scene –

- **ME!**
- **Based out in the countryside**
- **Presenting to the audience on the risen issue.**
- **Warming up my viewers on the overall area of the news story .**



Storyboard

Scene 2 –

My Information I have sourced from the area, people opinions and Facebook statuses/comments.

With images and music to give a overlook of the disaster.



Interviewees



**Marcus Capel – Pony Club
Chairman**

**Ceinwen Howells – Neath
Pony Club DC**



**Keira Julian – Pony Club
Competitor**



**Dennis Whitney – Pony
Club Official**



Event Insurance



CANCELLED

Find out the result of the Annual Event not taking out Insurance. Impact on the sponsors and the future of Pony Club

Storyboard

Scene 5 –

Discuss and debate the outcomes of the opinions and thoughts from the selected interviewees.

Review and conclude the results and provide recommendations for the future of Pony Club.



Reference List

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